

**The 5th ICTs and Society-Conference: The Internet and Social Media at a Crossroads: Capitalism or Commonism?
Perspectives for Critical Political Economy and Critical Theory.**



**Part of the Multi-Conference: Information Society at the Crossroads:
Response and Responsibility of the Sciences of Information.**

Vienna University of Technology.
Vienna, Austria
June 3-7, 2015.

<http://icts-and-society.net/events/5th-icts-and-society-conference/>
<http://summit.is4is.org>

The information society has come with the promise to restore information as a commons. The promise has not yet proven true. Instead, we face trends towards the commercialisation and commoditisation of all information; towards the totalisation of surveillance and the extension of the battlefield to civil society through information warfare; towards disinfotainment overflow; towards a collapse of the technological civilisation itself.

The Vienna Summit is a multi-conference and is at the same time the **5th ICTs and Society-Conference: The Internet and Social Media at a Crossroads: Capitalism or Commonism? Perspectives for Critical Political Economy and Critical Theory.**

Given that the information society and the study of information face a world of crisis today and are at a crossroads, also the future of the Internet and social media are in question. The 5th ICTs and Society Conference therefore wants to focus on the questions: What are the main challenges that the Internet and social media are facing in capitalism today? What potentials for an alternative, communist Internet are there? What are existing hindrances for such an Internet?

What is the relationship of power structures, protest movements, societal developments, struggles, radical reforms, etc. to the Internet? How can critical political economy and critical theory best study the Internet and social media today?

Location:

See: <http://summit.is4is.org/programme/venue>

Vienna University of Technology:

a) Freihaus: Wiedner Hauptstrasse 8-10, 1040 Vienna

b) Plus-Energie-Bürohochhaus/Audimax, Getreidemarkt 9, 1040 Vienna

Tube stop for both: Karlsplatz (lines: U1, U2, U4)

All sessions of the ICTs & Society conference take place in the *Freihaus*

General conference opening: Wednesday, June 3, 2015, 12:00, Vienna University of Technology: Auditorium Maximum (AudiMax), Getreidemarkt 9, 1060 Wien

Further information:

<http://summit.is4is.org/>

Full programme of the entire multi-conference:

<http://summit.is4is.org/programme/schedule>

PROGRAMME OF THE ICTs AND SOCIETY CONFERENCE STREAM

THURSDAY, JUNE 4

Thursday June 4

**ICT&S1: The Critical Approach
to ICTs and Society: Keynote
Talks by Christian Fuchs, Jörg
Becker**

Christian Fuchs
Jörg Becker

11:00-13:00, Location: Freihaus, FH6

Chair: Sebastian Seignani

Critical Theory of the Internet: The Importance of Raymond Williams, Dallas Smythe, and
Herbert Marcuse Today
Media and Information Technology: Social Control from Above & Below and From Outside &
Inside

Thursday June 4

**ICT&S2: General Intellect as a
Limit to Capital?**

Christian Fuchs

Sebastian Seignani
Tilman Reitz
Arwid Lund

14:00-15:30, Location: Freihaus, FH2

Chair: Marisol Sandoval

Marx, the General Intellect, the Grundrisse, and the Fragment on Machines in the Age of Digital
Labour and Digital Capitalism
Capital Control, Privacy Crisis, and the Work of Being Watched
The Class Situation(s) of Knowledge Work
The Capital of Communism: Critical Evaluations of Peer Production's Strategic Alliance with
Capital

Thursday June 4

**ICT&S3A: The Political
Economy of Digital Labour**

Mariano Zukerfeld
Guillermina Yansen, Agostina
Dolcemáscolo, Andrés Rabosto
Hangwooo Lee Lee
Isabell C Loeschner

16:00-17:30, Location: Freihaus, FH2

Chair: Christian Fuchs

Informational Cognitive Exploitation, Digital Labour and the Double Freedom of Knowledge
Cognitive Exploitation of Audiovisual Content: The Youtube and XVideos Cases

Compensating for Free Digital Labor: DRM, Micropayment, and Basic Income
Enterprise Social Media Under the Pretext of Voluntariness – An Unexplored Dimension of
Digital Labour

Thursday June 4

**ICT&S3B: The Information
Revolution's Impact on Society:
Information Economy, Digital
Politics, Electronic Culture**

Andrzej Piotr Wierzbicki
Domenico Fiormonte, Desmond
Schmidt, Paolo Monella, Paolo
Sordi
Helen Barcham
Tales Tomaz

16:00-17:30, Location: Freihaus, FH3

Chair: Marisol Sandoval

The Future of Work in the Information Society
The Politics of Code. How Digital Representations and Languages Shape Culture

These Wars are Personal: Feminism and Therapy Culture
History of Being, Machenschaft and Anti-Semitism: Implications of Heidegger's "Black
Notebooks" for a Critical Theory of Technology

Thursday June 4

ICT&S4A: Cultural Studies and the Internet

Dimitra L. Milioni
Seija Ridell, Minna Saariketo

Carsten Winter, Lorenz
Grünewald
Bernardo Barros Coelho de
Oliveira

18:00-19:30, Location: Freihaus, FH2

Chair: Sebastian Seignani

Opening the 'Black Box' of User Agency: A Critical Cultural Studies Approach to Web 2.0
Negotiating the Architectural Power of Connective Media. Stuart Hall's Encoding/Decoding Model and the Critical Study of Digitally Afforded Social Environments
New Perspectives for Use-Values? For a more Complex Understanding of Digital Labour

Experience and Narrative in the Digital Era: the Binge-Viewing Case

Thursday June 4

ICT&S4B: Open Education and Critical Media Literacy in Digital Capitalism

Julie Danielle Frechette
Ronald Macintyre
John Casey, Wolfgang Greller

18:00-19:30, Location: Freihaus, FH3

Chair: Marisol Sandoval

Top Ten Guiding Questions for Critical Digital Media Literacy Education

An Uneasy Relationship: Open Educational Practice and Neoliberalism

Jane Austen and the Belly of the Beast Part 2 Language and Power: Commodification, Technology and the Open Agenda in Higher Education

FRIDAY, JUNE 5

Friday June 5

ICT&S5: An Alternative Internet!? Prosumer Co-operatives, the Digital Commons and Alternative Online Spaces

Andreas Wittel

Marisol Sandoval

Banu Durdağ

Hans Asenbaum

11:00-12:30, Location: Freihaus, FH2

Chair: Yuqi Na

Digital Technologies and Labour in Capitalism and in the Commons

Prosumer Co-operatives and the Prospects of Truly Social Media

Creating Alternative Communication Spaces: Resistance, Technology and Social Change

Revisiting E-topia – A Social Movements Perspective on Cyberdemocracy

Friday June 5

ICT&S6: Neoliberal and Socialist Perspectives on the Information Society and Information Technology

Alistair S. Duff

David J. Hakken, Maurizio Teli,

Barbara Andrews

Yuqi Na

Hakan Yüksel

14:00-15:30, Location: Freihaus, FH2

Chair: Jernej Amon Prodnik

'MereBrotherhood': Religious Socialism @ Network Society

Critical Alternatives in Computing Scholarship: Coordinates of a Struggle to Go Beyond Capital

Ideologies of the Development of the Chinese Internet

Creating Dependency instead of Prosperity: A Critique of Information Society Policies in Turkey

Friday June 5

**ICT&S7A: The Political
Economy of Online Advertising**

Josef Baum

Secil Toro

Bahar Ayaz

Sašo Slaček Brlek, Jernej Amon

Prodnik

16:00-17:30, Location: Freihaus, FH2

Chair: Christian Fuchs,

Towards a Global Ad Tax – Advertisement in a Political Economy and Political Ecology
Framework

Deception and Internet Advertising: Tactics Used in Online Shopping Sites

Culture Industry in the Digital Era

Quantification of Audiences as a Decision-Making Factor in Slovene Web Journalism

Friday June 5

**ICT&S7B: The Internet and
Power**

Justine Gangneux

Laura Fichtner

Kavous Ardalan

Teresa Numerico

16:00-17:30, Location: Freihaus, FH3

Chair: Marisol Sandoval

Surveillance Enabling Technologies and Peer Scrutiny: Impacts on Trust in Young Adults'
Interpersonal Relationships

Techno-Politics as Network(ed) Struggles

Media and Democracy: Four Paradigmatic Views

Google AI and Turing's Social Definition of Intelligence

SATURDAY, JUNE 6

Saturday June 6

ICT&S8: How Smart is Big Data?

Keynotes Stefania Milan and Payal Arora

Stefania Milan
Payal Arora

09:00-11:00, Location: Freihaus, FH6

Chair: Christian Fuchs

Big Data and the Understanding of the Political
Big Data Commons and the Global South

Saturday June 6

ICT&S9A: Commodification in the Digital Age

Tim Dwyer, Fiona Martin

Rachel O'Dwyer
Demetra Garbasevski
Zafer Kıyan

14:00-15:30, Location: Freihaus, FH2

Chair: Christian Fuchs

How Did They Get Here? The Likeable Engine, Dark Referrals and the Problematic of Social Media News Analytics

When Telcos Become Banks: Sociotechnical Control in Mobile Money

Personal Identity as Digital Commodity

Rethinking Cultural Production in the Context of Commodification: Two Step or Dual Production

Saturday June 6

ICT&S9B: The Internet and Social Movements

Aylin Aydoğan, Funda Basaran
Bianca Mitu

Guiomar Rovira
Paloma Viejo Otero

14:00-15:30, Location: Freihaus, FH3

Chair: Yuqi Na

Wherever The Resistance, Video Activism Is There: Çapul TV

Social Classes and Digital Activism

Twenty Years of Networks, Streets and Struggles

How Do Far-Right Movements and Parties Use the Internet and the Social Media? Digital Facebook Postcards With Hate From the Far Right

Saturday June 6

ICT&S10: The Information Commons: Commodification and Commonification

Gareth James Johnson
Wilhelm Peekhaus

Gregory Taylor
Joseph E. Brenner

16:00-17:30, Location: Freihaus, FH2

Chair: Andreas Wittel

A Critical Examination of Barriers to Open Access in UK Academia
Librarians and University Presses of the World Unite!: Efforts to Resuscitate the Knowledge Commons of Academic Publishing
Dallas Smythe and the Spectrum Commons
A Fresh Look: The Social Competence of Information Science

Saturday June 6

ICT&S11: The Internet, Technology and Critical Theories

László Ropolyi
Magdalena Kania-Lundholm

Emma Keltie, Peter Bansel

Sahana Udupa

18:00-19:30, Location: Freihaus, FH2

Chair: Sebastian Sevignani

Emerging Web-Life – A Marxian Perspective
What the Critical Approach Can Bring to the Study of a Potentially Vulnerable Group's Everyday ICT Usage
The Online Production and Commodification of Gender Variant and Sexuality Diverse Young People
'Faith Politics': Social Media and Right-Wing Hindu Nationalism in India